2018 13-15 MARCH 2018, LONDON, EXCEL

THE WORLD’S PREMIER EVENT FOR MARINE SCIENCE AND OCEAN TECHNOLOGY

Digital Marketing and Sponsorship Brochure

oceanologyinternational.com
Oceanology International is the global hub for marine science and ocean technology. This event gives your company the opportunity to target the largest gathering of international marine professionals. Whether you want to launch new products, promote your brand or generate new business, Oceanology International is the number one event to reach your unique audience.

**WITH OVER 8,000 INDUSTRY PROFESSIONALS VISITING THE SHOW, HOW WILL YOU STAND OUT?**

It’s important that you plan your sales and marketing effectively to get the most out of your investment at Oceanology International.

The sponsorship opportunities contained in this brochure can help to enhance your presence and achieve your goals at the exhibition. Sponsorship opportunities start from as little as £200. There are a limited number of packages available.

**WHAT ARE YOUR MARKETING GOALS BEFORE, DURING AND AFTER OCEANOLOGY INTERNATIONAL 2018?**

**LEAD GENERATION**
- Network with the oceanology community
- Meet new clients
- Maximise your contacts during the event

**BRAND AWARENESS**
- Showcase and promote your company to the Oceanology International audience
- Gain exposure to establish your brand within the industry
- Educate the market about your products and services
- Increase your company profile

**THOUGHT LEADERSHIP**
- Speaking opportunity
- Generate worldwide press coverage
- Position yourself as a thought leader within the market
- Present your knowledge to the industry

**PRODUCT PROMOTION**
- Demonstrate your products and services
- Launch a new product or service

**INCREASED STAND FOOTFALL**
- Increase the number of people visiting your stand
- Connect with visitors and capture their interest

To get your sponsorship secured today, call the sales team now:
+ 44 (0)20 8910 7108  tim.french@reedexpo.co.uk  oceanologyinternational.com
REGISTRATION CAMPAIGN PACKAGE  
Cost: £15,000

This exclusive package includes both pre-event and onsite coverage. Before the event you’ll receive a top banner on the online registration page, visible to all attendees, plus branding included in their confirmation email. Once we’re onsite, your logo will be the first thing all visitors see and will be included on signage at the registration area, as well as on the touch screens which are made available for online visitor registration.

INCLUDES
- Logos on 2 x registration arches
- Graphics on 4 x totems of entrance
- Front of badge logo
- Registration computers screen saver logo
- Branding on the panel at the base of each registration desk
- Pre show online brand visibility
- Online banner
- Message featured on registration confirmation email sent to all attendees
- Logo on online registration page and onsite registration forms
- Featured exhibitor listing
- Web banner on 3 x visitor e-newsletters
- Registration staff can wear branded T-Shirts as appropriate – sponsor to provide clothing

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EXHIBITOR LOUNGE PACKAGE  
Cost: £10,000

This is an exclusive opportunity to host the Exhibitor Lounge at Oi 2018, used as the primary meeting place for business discussions between exhibiting personnel, visitors and conference delegates alike. The area is only accessible if you are an exhibitor or an exhibitor’s guest, making this the ideal area to conduct your business meetings in private. There will also be free drinks available for anyone utilising this area. Place your brand at the forefront of all the key decision makers and business deals at Oceanology International.

INCLUDES
- Branding on walls
- 3 x logo branded floor tiles leading to the area
- Hanging banner
- Logo on tables
- Online banners, portal sponsor and pre-show promotional emails
- Exclusively yours for just £10,000!
CONFERENCE PACKAGE

Position yourself as the number one thought leader within the industry with the conference sponsorship package which covers all conference content.

As well as branding during the show, this package provides multiple branding opportunities in all conference related promotion pre-event including online, email and social media presence.

INCLUDES

- Logo on hanging ceiling banner/pull-up banner
- Page in conference guide
- Seat drops
- Promo video played before conference, and during the break
- Branding on conference programmes on the show floor
- Branding on conference board
- Branding on website
- Post-show branding
- Sponsorship options at “Catch The Next Wave” conference available from £3500

Sponsor can also provide stationery if desired.

BAR AREA SPONSORSHIP PACKAGE & OFFICIAL NETWORKING PARTY

Sponsorship of the bar area will provide branding in the busiest area and main thoroughfare of the show, and alongside the high traffic dockside. Used as a base for visitors and exhibitors, you’ll find a captive audience at seating areas and plenty of guest networking opportunities.

The Networking Party takes place on the Wednesday of the show at around 5pm at the bar area and is an opportunity for all exhibitors to leave their stand to have a drink and network with their peers. Sponsorship of this event will ensure you’re the face of the party and provide strong networking opportunities.

INCLUDES

- Drinks
- Dwarf voile corner banners
- Hanging banner
- Logo on tables
- Presentation opportunity
- Ad on digital sponsorship
- Collateral in welcome pack to exhibitors
- 3 x tannoy announcements to promote the party

Staff can wear branded t-shirts if provided by the sponsor

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**OCEAN SOCIAL PACKAGE**

**Cost:** £10,000

Access the exhibitor audience by sponsoring the popular Ocean Social gathering on the evening before Oi 2018 opens. This package also includes sponsored invitations and digital communications related collateral going out to the international marine science and ocean technology community, in the run-up to Oceanology International 2018.

**INCLUDES**
- Branded invite to attend the Ocean Social party sent to all exhibitors
- Hosted sponsor invitations
- Stand drop during build up
- Pop up banners

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**NETWORKING LOUNGE PACKAGE**

**Cost:** £10,000

Reach key innovators and buyers looking for new product development opportunities by sponsoring the networking space. Package includes sponsorship for each day, and branding on pre and post event communications.

**INCLUDES**
- Hanging banner
- 4 x logo branded floor tiles leading the area
- Logo on tables
- Branding on 2 x wall panels
- Branding on pre and post show communications

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**PRE SHOW**

**MOBILE APP**

Cost: £9,000

The Oceanology International mobile app will be an essential tool for visitors to help them organise their visit, navigate the exhibition floor efficiently and view the list of exhibitors and conference/seminar programmes before, during and after the event.

**INCLUDES**

- Bottom banner visible every time a user starts the app
- Button banner sliding in and out of the user view
- Push messaging with tailored information from sponsor

**WEB BANNERS**

Cost: From £950

Showcase your brand and products to thousands of decision-makers as they visit the Oceanology International website

**A - FULL BANNER**

Cost: £2,950 (on Homepage)

**B - TOP LEADERBOARD**

Cost: £950 (on all website pages excl. Homepage)

**C - MEDIUM RECTANGLE**

Cost for 1 month: £2,450 (on Homepage)

**REMARKETING**

Cost: Price dependent on buyer impressions, contact us to find out more

Place your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

Each website visitor is tracked with a special Oceanology International identifier tag (cookie). Our Remarketing campaign places your advert across popular websites and social media channels browsed by visitors interested in products like yours, telling them to meet you at the show.

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**PRE SHOW**

SEE PAGE 12 FOR OUR COST-EFFECTIVE PRE-SHOW DIGITAL MARKETING PACKAGES

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**EMAIL - CONTENT BLOCK IN VISITOR EMAIL**  
**Cost:** £1,500

Drive traffic to your exhibitor profile with our "NEW" content block advert, sent to thousands of marine professionals.

**INCLUDES**
- Your Logo/Product image
- Title and description
- Clickable button

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**PREMIUM DIGITAL REGISTRATION PACKAGE**  
**Cost:** £400

Get noticed by 68%* more visitors with a highlighted exhibitor directory listing twice the size of regular exhibitors and showcasing your products. All exhibiting companies and stand sharers have a standard digital registration package as part of their stand booking.

*Exhibiting companies at OI 2016 with premium digital registration packages received 68% more online page impressions than exhibitors with the standard digital registration package.

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**PREMIUM PLUS DIGITAL REGISTRATION PACKAGE**  
**Cost:** £1,000

In addition to the Premium Package features, you will also be primary sponsor of your chosen category in the directory, have a highlighted product directory listing and a homepage banner.

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**SOCIAL MEDIA**  
**Cost:** £495 (announcement on 1 Channel)

An announcement to thousands of followers on our social media platforms, before or during the show promoting your product with your stand number.

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- **Website:** oceanologyinternational.com

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**LEAD GENERATION**  
**BRAND AWARENESS**  
**PRODUCT PROMOTION**  
**INCREASED STAND FOOTFALL**
LANYARDS

Ensure your brand is seen by all visitors and exhibitors by sponsoring the Oceanology International lanyards. This popular item will be worn for the entire duration of the event and will give high visibility of your logo.

INCLUDES
- Logo
- Website

Cost: £13,000

BAG SPONSORSHIP

This is a fantastic opportunity to feature your company alongside the Oceanology International logo on all attendee carrier bags onsite. Carrier bags will be distributed to visitors on entry and enjoy maximum visibility. Price excludes production, fulfilment and distribution.

INCLUDES
- Logo
- Company name
- Stand number
- Bag insert

Cost: £7,000

FLOOR TILES

Aisle Markers are used to aid navigation within the exhibition halls, and sponsorship includes the sponsor’s logo. This is a fantastic way to make your brand visible and increase visitor traffic to your exhibition stand.

Cost: £250 per tile (minimum order of four tiles)

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### Official Route Planner
**Cost:** £4,950

The easy to use official route planner is a firm favourite with visitors when locating exhibitors on the show floor. The route planners are distributed to all visitors as they enter the hall and includes sole advertisement and the sponsors stand highlighted on the actual floor plan.

**Includes**
- Logo
- Company name
- Stand highlighted

![Official Route Planner](image)

**Brand Awareness**

**Increased Stand Footfall**

### You Are Here Boards Sponsorship
**Cost:** £3,450

Strategically placed to allow visitors to navigate their way around the show, the ‘You Are Here’ boards provide an excellent opportunity to direct visitors to your stand, with your logo and stand highlighted on each board.

**Includes**
- Enhanced listing on the boards, highlighting your company name, logo and stand number
- A minimum of 4 boards throughout the show

![You Are Here Boards](image)

**Brand Awareness**

**Increased Stand Footfall**

### Product Showcase
**Cost:** £2,500

Your product will be displayed at one of our main entrances onto the show floor. This is an exclusive opportunity to immediately grab visitors’ attention with your products and direct them to your stand. Please note – this will be dependent on your product size.

**Includes**
- Your product showcase
- Logo
- Company name
- Product information
- Stand number

![Product Showcase](image)

**Lead Generation**

**Brand Awareness**

**Product Promotion**

**Thought Leadership**

**Increased Stand Footfall**

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ONSITE

**CHARGE BENCH**

Cost: £3,500 per bench

Located within seating areas, these new branded benches in popular thoroughfares allow visitors to literally recharge their batteries whilst taking a rest.

**Includes**
- Logo
- Company name
- Stand number

**Access Points to Dockside Sponsor**

Cost: £2,450

Increase your brand exposure by targeting the audience visiting the highly popular vessels area with exclusive sponsorship on various access points.

**Includes**
- Branding on 3 x directional towers
- Branding on access banners

**Bag Insert**

Cost: £1,250 per insert

Drive visitors to your stand with a tailored message about your organisation by adding an insert in the bags given to each visitor on entry.

**Includes**
- Leaflets
- Postcards
- Marketing collateral

**Aisle Billboards**

Cost: £2,000 per billboard

Enhance your presence in high traffic areas of the exhibition by appearing on the aisle billboards which are placed in the central main aisles.

**Includes**
- Aisle banner on one seating area
- Logo
- Product name
- Stand number

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HANGING BANNER

Cost: £5,000

Create brand visibility around the exhibition hall by placing your logo on a double-sided hanging banner placed above your exhibition stand. These banners form directional signage that will help visitors and exhibitors navigate around the show, ensuring your logo will have maximum standout to all industry visitors. Your logo will be placed on all four sides of the banner so it will be viewed by visitors wherever their location.

INCLUDES
- Product name
- Stand number
- Logo

BRAND AWARENESS
INCREASED STAND FOOTFALL

INFORMATION POINT

Cost: £3,950

The information point is located on the show floor and is there to help answer attendees’ queries and assist with navigation. Increase brand awareness when attendees visit the information point, where they can also collect your literature.

BRAND AWARENESS
PRODUCT PROMOTION
INCREASED STAND FOOTFALL

VESSELS OR DEMONSTRATIONS

Cost: from £495

Use the iconic waterside Thames location to display your vessel or demonstrate your products. You can showcase your products in action via live demonstrations on the dockside. Demonstrations can also be viewed live or in a covered private meeting and presentation area which can sit up to 20 people, allowing for face to face and in-depth client discussions.

LEAD GENERATION
BRAND AWARENESS
PRODUCT PROMOTION
INCREASED STAND FOOTFALL

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## DIGITAL SPONSORSHIP PACKAGES

### OCEANOLOGY INTERNATIONAL BRONZE SPONSOR
- Web banner on all website pages (excl. Homepage) for 1 month: £950
- Email - Content block in Visitor Email: £1,500
- Social Media announcement on 1 channel: £495
- Directory - Premium Package: £400

**Rate Card: £3,345**

**EXCLUSIVE BRONZE RATE – SAVING 10%**

**£3,000**

**BRAND AWARENESS**

**ONLY 5 AVAILABLE**

### OCEANOLOGY INTERNATIONAL SILVER SPONSOR
- Web banner on the Homepage (Medium Rectangle): £2,450
- Email - Content block in Visitor Email: £1,500
- Remarketing - 30,000 impressions: £1,950
- Social Media announcement on 1 channel: £495
- Directory - Premium Package: £400

**Rate Card: £6,795**

**EXCLUSIVE SILVER RATE – SAVING 15%**

**£5,750**

**BRAND AWARENESS**

**ONLY 2 AVAILABLE**

### OCEANOLOGY INTERNATIONAL GOLD SPONSOR
- Web banner on the Homepage (Full Banner): £2,950
- Email - Content block in Visitor Email x 2: £3,000
- Remarketing - 100,000 impressions: £5,500
- Social Media announcement on 1 channel: £495
- Directory - Premium Plus Package: £1,000

**Rate Card: £12,945**

**EXCLUSIVE GOLD RATE – SAVING 15%**

**£9,700**

**BRAND AWARENESS**

**ONLY 1 AVAILABLE**

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**TO GET YOUR SPONSORSHIP SECURED TODAY, CALL THE SALES TEAM NOW:**

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